LOCHMEDE

Vol. III. WINTER PARK, FLORIDA, FRIDAY, MARCH 15, 1889. No. 11.

THE PRICE OF ORANGES.

Editor Lochmede:—In your issue of March 1st, in your editorial, you say, "At the season when our oranges are placed on the northern market, they are not a necessity of life or health, they are practically a pure luxury." In this you differ with some of our best physicians up North, who say that a free use of oranges during the orange season is the best means they know of to avoid sickness, and to keep the general system healthy. My experience with five children confirms me in this opinion. Again you say in the same editorial, "There is no reason why the grower should not save a fair profit out of an average price of $1.50 per box of oranges delivered in Northern cities." May I ask if you are a practical orange grower, and will you please state what you propose to allow out of this $1.50 per box for transportation, say from Winter Park to Milwaukee, what for commission, etc., what for cost of gathering and boxing, and what for net profit to grower. C. V. McKINLAY.

Milwaukee, March 6th, 1889.

WE fully realized, in writing the article to which Mr. McKinlay takes exception, that we were flying in the face of the established ideas of at least nine-tenths of those interested in orange growing in Florida, to say nothing of the railway men, and Mr. McKinlay is both. It is not strange, therefore, that he should be the first to fire an answering shot. As to his first point, we do not question the value of fruit as a regular article of food even during the northern winter. Our own experience agrees with his in that respect, having in our own childhood been accustomed to the free use of apples, and the freedom of our family from sickness having been attributed by physicians largely to that fact. Nevertheless, with apples at two dollars a barrel, and oranges at three dollars a box, we think we are safe in saying that to at least three-fourths of the people of the United States oranges must be, perforce, considered as an unessential luxury, to be used when they can be afforded. The figures will, we think, bear out this view. The total consumption of oranges in the United States, domestic and imported, is stated at about 7,000,000 boxes per year. That is, in round numbers, about one box for every two families. Now, half a box per year for an average family of five persons does not allow for very free regular use of them, such as would be the case if they were generally looked upon as one of the necessaries of life. Rather say that since there are many families using from five to ten boxes per year, there must be ten to twenty other families corresponding to each of the former, to whom oranges are practically out of reach, and presumably a much more numerous middle class who use them in varying quantity according to their means, most of them being content with a dozen once in a week or two, as a variation of their ordinary diet.

Again, to most persons a good apple is quite as acceptable as an orange, and hence we have to compete in the northern market with apples on nearly equal terms. Under such circumstances the relative demand for the two must be according to their relative price, the demand for a cheaper article of equal intrinsic value being, however, always relatively greater than for a dearer one. This will force us, before we can very greatly enlarge our market, to approximate the price of oranges very closely to that of apples, which in their season sell at wholesale for one to two dollars per barrel. We were therefore well within bounds in setting $1.50 per box as a probable ultimate value for oranges.

Our whole argument, it will be observed, proceeds from the premises of supply and demand. We have no faith at all in the possibility of seriously altering the conditions by the help of a high import duty. All that such a duty can ever accomplish is to shut out foreign importations, and thus, *while the home production remains small*, increase the home price by limiting the supply, but the moment the home supply becomes fully adequate to the demand the price must come down, import or no import. Now in the case of oranges the total present consumption is about 7,000,000 boxes, of which 3,000,000 grow in Florida, about 1,000,000 in California and Louisiana, and about 3,000,000 are imported. Of the latter at least half come at a season when ours are practically out of the market, so that the total demand at present prices will be reached when we have added 1,500,000, or fifty per cent., to our present production. It has been credibly estimated that not more than one-fiftieth part of the orange trees now planted are yet bearing, and making all due allowance for groves that through unwise location, enforced abandonment, poor trees, etc., never will come to bearing, it is safe to estimate that our present crop will be doubled in three years from now. That completely wipes out the foreign importation even if it all came within our season, and therefore, duty or no duty, the price must come down to the point necessary to enlarge the market until it will take all we send. Even if we suppose that increase of population and wider distribution of the fruit will take care of twice our present crop, California's crop being also doubled, at the end of three years, without reducing the price, what then? Our crop shows every indication of increasing at the rate of about 1,000,000 boxes per year for the next five or six years, from trees now planted, and more are still being planted, and will continue to be. We think our conclusion as to the price in the near future is inevitable.

This being so, the question whether the grower can get a profit out of $1.50 per box admits of but one answer. *He has got it to do*, and pleading the baby act, or whining for a high tariff, will not help him. The business has got beyond the tariff

stage, or will do so before any help can be obtained that way. Fortunately we believe that it is entirely possible to attain to such a system of production and transportation that even $1.50 per box will be a living price. We were told by a considerable grower a few weeks ago that he had netted on his crop this year an average of eighty-five cents a box, and he was well satisfied. Add fifty cents for picking and packing, fifty cents for transportation, and twenty cents for commission—all ample allowances,—and the selling price in New York would be $2.05. Transportation would vary to different points, and prices accordingly. The exact figure for Milawaukee we do not know. Experiments this year have shown that it is practicable to ship in bulk, and doubtless the greater part of our crop will eventually go that way, especially when quicker transportation improves the chances of safe arrival. Then we may reasonably expect that twenty-five cents for picking and loading and the same for transportation will be a safe allowance, but say thirty-five for transportation; give the grower seventy-five, and fifteen for commission will make $1.50 in all. This gives the grower about half a cent apiece for his fruit, and that is commonly admitted to be at least a living price. It is generally considered a fairly profitable price.

In closing, we remind our readers that we have not set $1.50 per box as the probable price to be reached at once. Our phrase was "before many years," and we allowed $2.00 for the present. Nor would we wish to discourage orange growers. We should not hesitate a moment to plant more trees with the full expectation that the price would fall below $2.00 a box before they came to bearing. Our whole object has been to protest against such a further possible inflation of the business, and consequent reckless over-planting as a tariff boom might bring about for a year or two, only to be followed by a ruin which would be avoided if the business were left to its normal growth. Moreover, forseeing the results we have pointed out we want to see all energies concentrated on the improvement of culture, packing, transportation and marketing, so that we may keep up with the necessities of a falling market without loss. Let us waste no time fooling with a tariff—that is our main plea—but keep hammering for all we are worth at the bed rock of the business until we get a smooth road to travel, for if we do not get that pretty soon we shall surely be left behind in the race.

Since the organization of the Children's Aid Society it has picked up out of the street 85,000 boys, given them wholesome moral training, and found homes for them, mostly in the country, where they acquired habits of industry, economy and self-supporting thrift.

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LOCHMEDE,

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WINTER PARK, MAR. 15, 1889.

JOTTINGS.

The attendance at the Seminole still keeps up to its large proportions.

Mayor Bubb, of Minneapolis, has been a sojourner at the Seminole.

W. G. Whidden, Jr., special agent of the Continental Insurance Co., made us a call this week.

Frank Israel mourns the death of his infant child, who died on the 8th, of congestion of the brain.

Mr. Murray, superintendent of the New York Police, was at the Seminole with his wife the past week.

Mr. C. A. Richardson, managing editor of the *Congregationalist*, and his wife were at the Seminole the first week.

Mr. Enos Ayres, of Chicago, is with us once more and receives a warm welcome from his many friends at the Seminole.

We are very sorry to part with "Bismarck," the tonsorial artist at the Seminole. He has gone to New York to engage in business.

Col. Peckham, with a party of eight, made a trip to Indian river the past week; they still think Winter Park is good enough for them.

The new engine for the O. & W. P. is on the way, and on its arrival the road will resume business, never to be interrupted more, we hope.

The mystic words that united the hearts and forunes of Mr. Arthur C. Robinson and Miss Annie Reid were spoken by Rev. Dr. Hooker on the evening of the 12th, and the happy couple left on a wedding tour followed by the good wishes and congratulations of their many friends here.

We learn too late to give particulars that Rev. Mr. Gerrish, of Sioux Falls, Dakota, has purchased the Webber place by the water works in Orlando.

We had the pleasure of meeting J. H. Miller, treasurer of the Dakota Farm Mortgage Co., of Huron, Dakota. He was much pleased with Florida and Winter Park, and may decide to become interested here.

Mr. Carleton invited all the young people at the Seminole to visit his grove this week. They went in carriages and on horseback, had a jolly time, got a quantity of orange blossoms and reached the hotel again at two o'clock.

Several of our young men wear no more the happy smile, but their brows are burdened with a far-away look; cause, the departure of the Misses Hyde. They were charming young ladies and made hosts of friends while here.

Winter Park hereby tenders its thanks to Mr. Howard Hendricks for a column article in the daily New York *Tribune* of March 11th, about its attractions and advantages. It was nicely written and will do us much good.

Pomelo, that's what you see on the bills of fare in Florida now. Don't let it scare you, it is your old friend, the delicious grape fruit. Order a dish of it, eat it with avidity and our word for, you will find it a delightful fruit, a fine appetizer and a splendid tonic.

For goodness sake! Monsieurs, the Legislature, please give us a stringent game and bird law and then see that it is enforced, or we shall not have a solitary bird or wild animal left. Sportsmen, so-called, shoot anything, no matter what, and they are stripping us of everything alive.

We don't know who is the happiest man at the Seminole, John P. Morton or Milo Like. Both of them came here invalids, Mr. Morton especially, being very much run down; both have gained nineteen pounds since coming and both are free from pain and very happy. Please allow us to tender you our congratulations.

Bishop Whipple will preach at All Saints' Church on next Sunday at 4 o'clock p. m., and will lecture Monday evening on the Indian, for the benefit of the church. The Bishop probably has a better knowledge of the Indian than almost any man in the U. S. and, we feel that his lecture will be very interesting and well worth attending.

Mrs. Harry B. Clark, of Boston, after a lingering illness from consumption, passed peacefully away on last Thursday, about 9 p. m., at Miss Lamson's where she had been for a few weeks. Kind friends did all that was possible to make her last hours comfortable and to alleviate the grief of her devoted husband. Her remains were taken to her old home at Johnson City, Tenn. for interment. This death was all the sadder from the fact of her having to leave her beautiful little boy, Gentry, about three years old for whom everybody who had seen him had words of admiration and love.

To those who seem disposed to be skeptical of the producing qualities of Florida soil we wish to make the following statement. Mr. Moreman of the Lake Howell district is a man who stands high in this community for truth and veracity. He has a grove of one and one-half acres on which are one hundred and forty-six trees, varying from fourteen to seventeen years of age. This grove has produced this year six hundred and eighty-five boxes of fine oranges which have netted him seven hundred and sixty-one dollars on the trees, and that is just exactly what any well located grove will do if well attended to, when it gets to the proper age. So don't be in a hurry but give this region a little more time and we will show you some surprisingly good results.

One of the pleasantest affairs that has occurred in Winter Park during its history took place at Rev. Dr. Hooker's on Monday evening, March 11th. Shortly after supper the members of his congregation and other friends began to call in, and by eight o'clock the whole house was crowded with a delightful company, each of whom had brought some substantial token of their love and appreciation for their beloved pastor and friend.

It was the spontaneous outpouring of a congregation whose love for Dr. Hooker and his worthy wife is deep and intense, and all felt pleased that an opportunity to show it in a, necessarily, slight degree had been offered. This locality is as much indebted to Dr. Hooker for its wonderful development and progress as to almost any other person. His arduous work in building up first the church and then the College has told on the community to a large extent, and many of our best citizens are here to-day directly from his influence. It was most fitting therefore, that something more than words should be tendered him as an expression of appreciation. May he live long and prosper, is certainly the wish of everybody without exception in this place. Messrs. Chase and Lyman engineered the happy affair and to them is due, in a large measure its successful outcome.

Florida Lemons.

The New York *Post*, in writing upon fruit from the Mediterranean, has this to say about Florida lemons:

"The best lemons we get in New York come from Florida. They are naturally of a prime quality, and then the distance they have to be sent is not great. The possibilities before the Florida growers are extensive, and if care is taken by them in sorting and picking, they may in time rup the Italian product out of the market. The Florida lemons are packed in boxes holding about 260 or 300 apiece. They begin to come in November. We get very few South American lemons, because they are too tender to stand the voyage. Small quantities are sent from Jamaica, but the limes shipped from there are growing in popularity constantly, and are a much more important product of that island than lemons. Limes must be packed tightly in barrels to prevent bruising. I suppose there are twenty-five barrels of limes shipped now where there were three ten years ago. In a general way it may perhaps be said that better lemons grow on high ground than on low, but, as we said before, each season, place and individual tree seems to be a law unto itself. We can never tell in advance where we are to get the best fruit.

The failure of the Panama Canal scheme seems to be absolute, and not far from $250,000,000 have thus been hopelessly sunk, while the sum necessary to complete the enterprise is estimated at $90,000,000 more. Work has nearly been discontinued, and it is conceded that it will entirely stop within a few weeks. While this gigantic failure is a pitiful one for the thousands of French people who have invested their savings in it through confidence in De Lesseps, it will greatly improve the prospects of the Nicaragua Canal enterprise, in which American capital and genius are now earnestly interested.—*Railway Age.*

The Usual Result.

It is not to be denied that a good sewing machine is one of the most important appurtenances of the modern household.

We thought we had a good machine until one day the agent of the NEW HOME presented himself at our door and proceeded to deliver an oration upon its characteristic merits.

"But," we answered, "our machine suits us well and we do not care for another."

The agent, however, begged the privilege of leaving one of his machines with us, "for the ladies to try."

The request was not unreasonable, so we granted it—but more to oblige the agent than anything else; for we really did not want the machine, and had not the remotest idea of buying it.

The machine once in the house, it was natural that the ladies should look it over; they did so, and as a consequence fell in love with it. They say that without the slightest wish to decry or disparage any other machine, this, all things considered, is, in their opinion, the most desirable one to be had.

This unrivalled machine is manufactured by the NEW HOME SEWING MACHINE CO., Orange, Mass., and 28 Union Square, New York.

Church Services.

ALL SAINTS' CHURCH. Services every Sunday at 10:30 a. m. and 4:00 p. m. Rev. B. F. Brown, Rector.

METHODIST EPISCOPAL CHURCH, White's Hall. Sunday services. Sunday School at 9:30 a. m. Preaching at 10:30 a. m. Children's class at 3 p. m. Prayer meeting (occasionally preaching) at 7 p. m.

Tuesday evening. Preaching at 7:30 p. m.

Friday evening. Class meeting at residence of R. R. Thayer.

Rev. P. J. Reeves, Pastor.

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Florida Climate Influences.

A distinguished citizen of Maine attributes Florida's remarkable health record to its climatic influences, and speaks of it as follows:

"Florida has ever been the fabled land of America; around no portion of the new world linger legends so rich in silver promises, as well as in golden realities. Since Ponce de Leon's band of Spanish cavaliers threaded their way over the rolling pine sweeps and plunged into the impenetrable swamps in search of the Spring of Youth, the eager eye of the world has sought in this land of cerulean skies and balmy breezes for some great blessing to the human race. What this great blessing would be was left to our own generation to discover. The Spring of Perpetual Youth had drawn the Indians from the far mountains of the interior to the land of flowers. Old men past their allotted age were made strong again, and the savages in their ingeniousness thought that there must be some spring in which they dipped to be rejuvenated, and they wandered ever in search of this spring of promise. When De Leon and his followers landed on these beautiful shores all could tell of the efficacy of the spring, but none could point out its definite locality. He and his followers, like the Indians, found and knew not that the search was ended; t'was no spring that they searched for; there were no waters in which their limbs must be dipped to revive youth; the spring of youth was everywhere; it was the balmy air that they drew in with each breath. The Indians, drawn with rheumatism, or racked with cough from exposure in the bleak woods of the North, came to this land of sunshine, and in the warmth and purity of its atmosphere regained health and hardiness. Over almost the same trails by which these children of the forest fled from the cruel winter of the North, to-day thousands of our people of the North pass each winter in Florida to regain the bloom of their hectic cheeks and to restore strength to their weakened lungs.—*Life in Florida.*

There are twenty-two Protestant places of worship in Rome. There are twenty-six in Bombay.

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Having added a General Real Estate Department, those having property to sell, as well as those looking for investments, will find it to their advantage to give us a call. Property will be shown free of charge and maps, circulars, etc., promptly furnished on application to

THE WINTER PARK CO.

LOCHMEDE

A WEEKLY ADVOCATE FOR WINTER PARK.

We believe in the natural resources and beauty of our Town, our County and our State, and it is our mission to make others do so too.

Our capacity for usefulness in this way is only limited by our means, which depend entirely upon the support accorded us.

The work is for the good of all alike, and we therefore hope for the help of all to support our enterprise and make it a power for progress.

We send out our modest little sheet to show the world that our town, like our paper, though small, is neat and attractive.

We Respectfully Solicit the Patronage of All Interested in Winter Park.

J. B. HENCK, Jr., Publisher, LONGWOOD, FLA.

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